



Joint Event from IEEE (UKRI) Technology Management/Professional Communications Chapter, and School of Management, Royal Holloway, University of London

## Hi-tech clusters, knowledge flows and employee turnover

**Dr Yu Zheng,**  
**(University of London)**

**Date** Wednesday 21st November 2012  
**Time** 1.30 – 3.00 pm (light buffet available from 1.00pm)  
**Venue** Arts Building Lecture Theatre 3, (ABLT3), Arts Building, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK  
**Map** <http://www.rhul.ac.uk/Shared/Maps/> (#16 on campus plan)

**BIOGRAPHY** Dr Zheng is a Lecturer in Asian Business and International HRM at the School of Management, Royal Holloway, University of London. She received her PhD from Royal Holloway, University of London. Her book *Managing Human Resources in China: the View from Inside Multinationals* will be published by the Cambridge University Press in late 2012. Dr Zheng's research interests lie in international business and particularly transfer of management systems through internationalisation.

**ABSTRACT** As China is gradually viewed as a potential consumer market rather than merely a low cost production base, more multinational corporations (MNCs) are starting to set up local R&D centres. In spite of a rich body of literature on the management of MNCs in China, we have relatively limited knowledge of how MNCs manage their R&D centres. This study aims to address this research gap. The findings reported in this paper are based on a pilot study of 3 foreign invested R&D centres in telecommunication, software and pharmaceutical industries.

**ORGANISERS** (1) School of Management, Royal Holloway, University of London, (2) IEEE UKRI Technology Management and Professional Communications Joint Chapter (EMPC).

**CONTACT** Email: [Joanne.Barrs@rhul.ac.uk](mailto:Joanne.Barrs@rhul.ac.uk), Tel: 01784 276295  
Web: [http://ewh.ieee.org/r8/ukri/em\\_pc/](http://ewh.ieee.org/r8/ukri/em_pc/)  
Please email to confirm timing and that space is available.

**FREE ADMISSION, ALL ARE WELCOME !**